

KDNL TV/ABC 30 ST. LOUIS
CAMPAIGN PURCHASE REQUEST FORM

Date Avail Request Made: 8/8

Advertiser Making Request: DCCC

Political Party or
Nature of Advertising Message: Issue

Flight Dates: 9/18-9/24

Was the advertiser's message accepted by KDNL: Yes

If air time was purchased, what rates were charged? (See Attached)



KDNL
1215 Cole St
St Louis, MO 63106

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1352250

Schedule Dates	09/18/12-09/24/12	Date Entered	08/08/12
Advertiser	DCCC-Democratic Congressional Campaign Comm	Last Modified	08/09/12
Agency	Great American Media (2231)	Entered By	Rita Schmidgall
Product	POLITICAL CANDIDATE SUPER PAC (ns) (1386)	CO-OP	No
Brand	1568/DCCC/SCHEDULE A (466609)	Headline #	ECR09785289
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Kaufma, Meredith	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/14/1568	Commission	\$1,687.50
Account Types	National/Political Issue Agency BRD	Net Total	\$9,562.50
Billing Type	Standard	Sales Tax	
Comments	DCCC/SCHEDULE A DCCC / SCHEDULE A REP-FRAN BROWN		

St Louis (KDNL)		
By Broadcast Month	Spots	Rate
Sep. 2012	25	\$11,250.00
Grand Total:	25	\$11,250.00

10,145.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/18/12-09/21/12	2	:30	7A- ABC-Good Morning America	3		X	X	X	X			3	\$75.00	\$225.00	St Louis (KDNL)	GOOD MORNING AMERICA	8/8/12
2.0	Normal Line / SPOT	09/18/12-09/21/12	2	:30	8:58A- Peoples Court	2		X	X	X	X			2	\$200.00	\$400.00	St Louis (KDNL)	PEOPLES COURT	8/8/12
3.0	Normal Line / SPOT	09/18/12-09/21/12	2	:30	9:58A- ABC-The View	3		X	X	X	X			3	\$350.00	\$1,050.00	St Louis (KDNL)	THE VIEW	8/8/12
4.0	Normal Line / SPOT	09/18/12-09/21/12	2	:30	11:01A- Judge Mathis	2		X	X	X	X			2	\$200.00	\$400.00	St Louis (KDNL)	JUDGE MATHIS	8/8/12
5.0	Normal Line / SPOT	09/18/12-09/21/12	2	:30	1:58P- ABC-General Hospital	3		X	X	X	X			3	\$250.00	\$750.00	St Louis (KDNL)	GENERAL HOSPITAL	8/8/12
6.0	Normal Line / SPOT	09/23/12-09/23/12	2	:30	10A- ABC-This Week	1						X		1	\$350.00	\$350.00	St Louis (KDNL)	THIS WEEK	8/8/12
7.0	Normal Line / Prime Premium	09/24/12-09/24/12	2	:30	6:58P- ABC-Dancing With The Stars (Monday)	1								1	\$2,200.00	\$2,200.00	St Louis (KDNL)	DANCING	8/8/12
8.0	Normal Line / Prime	09/21/12-09/21/12	2	:30	9P- ABC-20/20 (Friday)						1			1	\$800.00	\$800.00	St Louis (KDNL)	20 / 20	8/8/12
9.0	Normal Line / SPOT	09/18/12-09/21/12	2	:30	10-01P- News-ABC 30 News at 10pm	3		X	X	X	X			3	\$175.00	\$525.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/8/12
10.0	Normal Line / SPOT	09/18/12-09/21/12	2	:30	10:35P- ABC-Nightline	3		X	X	X	X			3	\$125.00	\$375.00	St Louis (KDNL)	NIGHTLINE	8/8/12
11.0	Normal Line / Football	09/22/12-09/22/12	2	:30	7P- Sports-ABC College Football 2	1					X			1	\$1,800.00	\$1,800.00	St Louis (KDNL)	ABC SAT NIGHT COLLEGE FTBL	8/8/12

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



KDNL
1215 Cole St
St Louis, MO 63106

Great American Media
1010 Wisconsin Ave NW
Ste 800
Washington, DC 20007

Contract # 1352250

Schedule Dates	09/18/12-09/24/12	Date Entered	08/08/12
Advertiser	DCCC-Democratic Congressional Campaign Comm	Last Modified	08/09/12
Agency	Great American Media (2231)	Entered By	Rita Schmidgall
Product	POLITICAL CANDIDATE SUPER PAC (ns) (1386)	CO-OP	No
Brand	1568/DCCC/SCHEDULE A (466609)	Headline #	ECR09785289
Salesperson	Millennium/DC, Washington DC (1108)	Demo	A35+
Sales Office	Millennium Washington DC	Order Type	Normal
Buyer Name	Kaufma, Meredith	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	11/14/1568	Commission	\$1,687.50
Account Types	National/Political Issue Agency BRD	Net Total	\$9,562.50
Billing Type	Standard	Sales Tax	
Comments	DCCC/SCHEDULE A DCCC / SCHEDULE A REP-FRAN BROWN		

St Louis (KDNL)		
By Broadcast Month	Spots	Rate
Sep. 2012	25	\$11,250.00
Grand Total:	25	\$11,250.00

10,450

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT	09/24/12-09/24/12	2	:30	10-101p- News-ABC 30 News at 10pm	1								1	\$175.00	\$175.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	8/8/12
13.0	Normal Line / Prime Premium	09/20/12-09/20/12	2	:30	8p- ABC-Wipeout (Thursday)					1				1	\$2,200.00	\$2,200.00	St Louis (KDNL)		8/9/12

1400
2700

Rep Order# 9785289 Ver# 1 Status New
EC'd Yes

Traffic Order#

1352250

Printed: 08/08/2012 8:20 AM
Last Received: 08/07/2012 4:24 PM
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO
Advertiser () POLITICAL ISSUE GROU
Product DCCC/SCHEDULE A

Estimate# 1568

Buyer Meredith Kaufman

Phone#

Fax#

Agency () GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW, SUITE 800
WASHINGTON, DC 20007

Agency C/P1/P2/E 11/14/1568

Flight Dates 09/18/2012 - 09/24/2012

Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () FRANK BROWN

Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974



--- CONTRACT COMMENT ---

DCCC / SCHEDULE A *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/18-09/24	7A-9A	GOOD MORNING AMERICA	1:30	\$75.00	TU-F,M	3	1	3	\$225.00
2	09/18-09/24	9A-10A	PEOPLE'S COURT	1:30	\$200.00	TU-F,M	2	1	2	\$400.00
3	09/18-09/24	10A-11A	THE VIEW	1:30	\$350.00	TU-F,M	3	1	3	\$1,050.00
4	09/18-09/24	11A-12P	JUDGE MATHIS	1:30	\$200.00	TU-F,M	2	1	2	\$400.00
5	09/18-09/24	2P-3P	GENERAL HOSPITAL	1:30	\$250.00	TU-F,M	3	1	3	\$750.00
6	09/23-09/23	10A-11A	THIS WEEK	1:30	\$350.00	SU	1	1	1	\$350.00
7	09/24-09/24	7P-9P	BACKLICK PAD Dancing	1:30	\$2,200.00	M	1	1	1	\$2,200.00
8	09/21-09/21	9P-10P	20 / 20	1:30	\$800.00	F	1	1	1	\$800.00
9	09/23-09/23	7P-8P	SECRET MILLIONAIRE <i>Secrets of a Millionaire</i>	1:30	\$1,400.00	SU	1	1	1	\$1,400.00
10	09/18-09/24	10P-1035P	STL NOW ON KDNL 10P	1:30	\$175.00	TU-F,M	4	1	4	\$700.00
11	09/18-09/24	1035P-1105P	NIGHTLINE	1:30	\$125.00	TU-F,M	3	1	3	\$375.00
12	09/22-09/22	7P-1030P	ABC SAT NIGHT COLLEGE FTBL	1:30	\$1,800.00	SA	1	1	1	\$1,800.00

Rep Order# 9785289 Ver# 1 Status New Traffic Order# Printed: 08/08/2012 8:20 AM 2 of 2
 EC'd Yes Last Received: 08/07/2012 4:24 PM
 Showing Buylines: All Lines

Station KDNL-TV ST. LOUIS MO
 Advertiser () POLITICAL ISSUE GROU
 Product DCCC/SCHEDULE A
 Estimate# 1568
 Buyer Meredith Kaufman
 Phone#
 Fax#

Agency () GREAT AMERICAN MEDIA
 1010 WISCONSIN AVE NW, SUITE 800
 WASHINGTON, DC 20007
 Agency C/P1/P2/E 11/14/1568
 Flight Dates 09/18/2012 - 09/24/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () FRAN BROWN
 Salesperson Phone# 215-563-5400
 Salesperson FAX# 215-563-2974

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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---REPORT TOTALS---

Report Totals: 25 / \$10,450.00

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$10,450.00
 Sales Totals: 25 / \$10,450.00
 Station Totals: 25 / \$10,450.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	CABL 0%	KDNL 6%	KMOV 28%	KPLR 0%	KSDK 39%
\$172,442					
	KTVI 26%	UNKN 0%	WRBU 0%		

Books FEB12
 Demos RA35+

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Sarah Levene
do hereby request station time concerning the following issue:

Democratic Congressional
campaign committee

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: DCCC

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that “communicates a message relating to any political matter of national importance,” list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that “communicates a message relating to any political matter of national importance,” attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DCCL

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

Kristie Mark,
Authorized COO
430 South
Capitol St.
Washington, D.C.
20003

TO BE SIGNED BY ISSUE ADVERTISER

Date _____ Signature *[Signature]* Contact Phone Number *auth-mediabuyer*

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.